

# Organization 101:

## How to Keep Your Main Street Office Running

Communication | Volunteers | Partnerships | Fundraising

1. Make sure your mailing lists are up-to-date
2. Utilize e-blasts and newsletters to communicate with your stakeholders
3. If you had speaking engagements, see if a virtual option is available so you can continue to promote your downtown businesses and talk about why partnerships are still needed
4. Utilize and leverage social media to share your story and why Main Street exists
5. Check up on your volunteers and let them know you care
6. Repeat



[www.nebraskamainstreet.org](http://www.nebraskamainstreet.org)